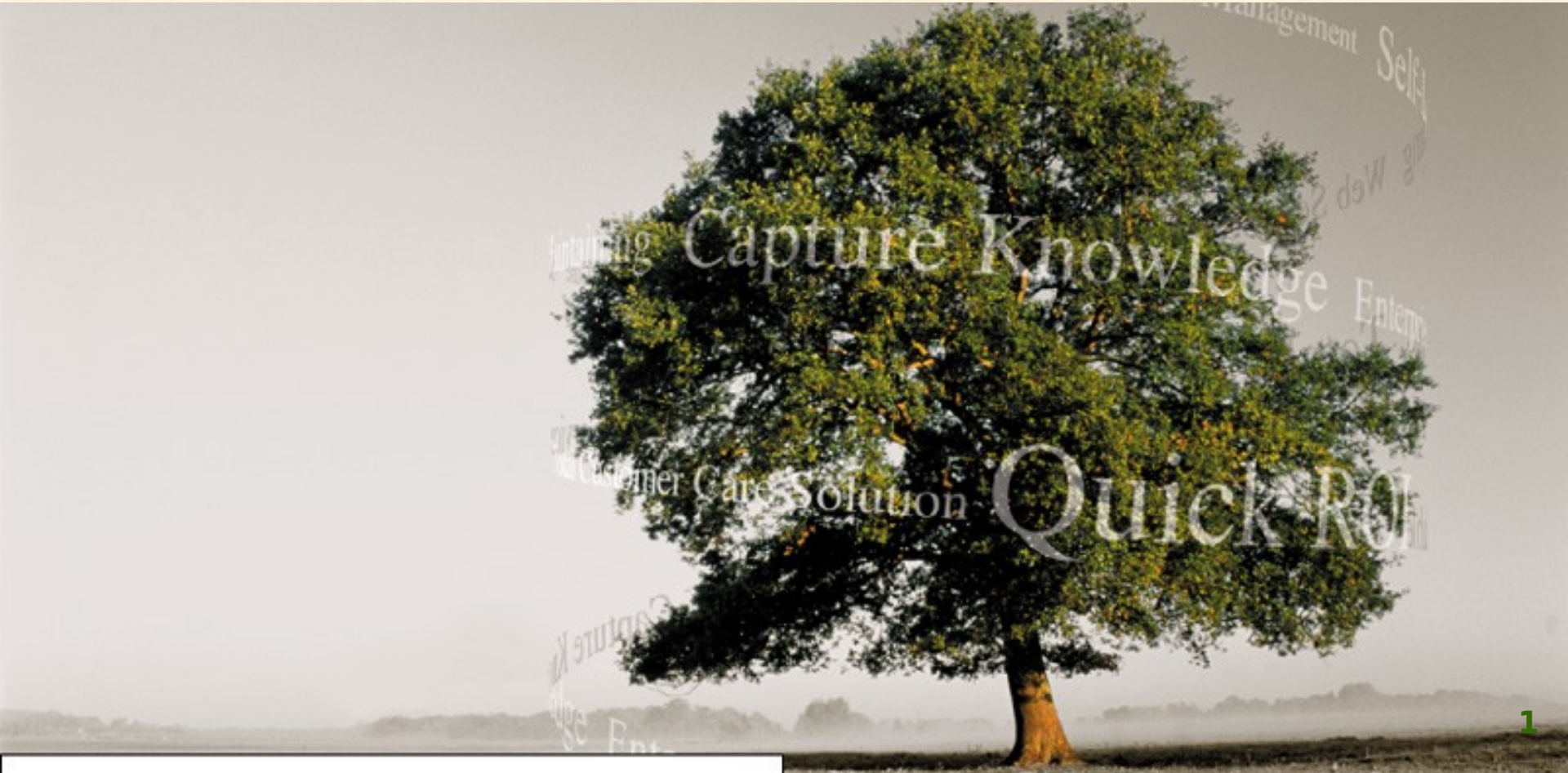
# MARINE CORPS RESERVE SUPPORT COMMAND

Kansas City, MO

# CUSTOMER SERVICE CENTER



# CUSTOMER SERVICE CENTER

## VISION

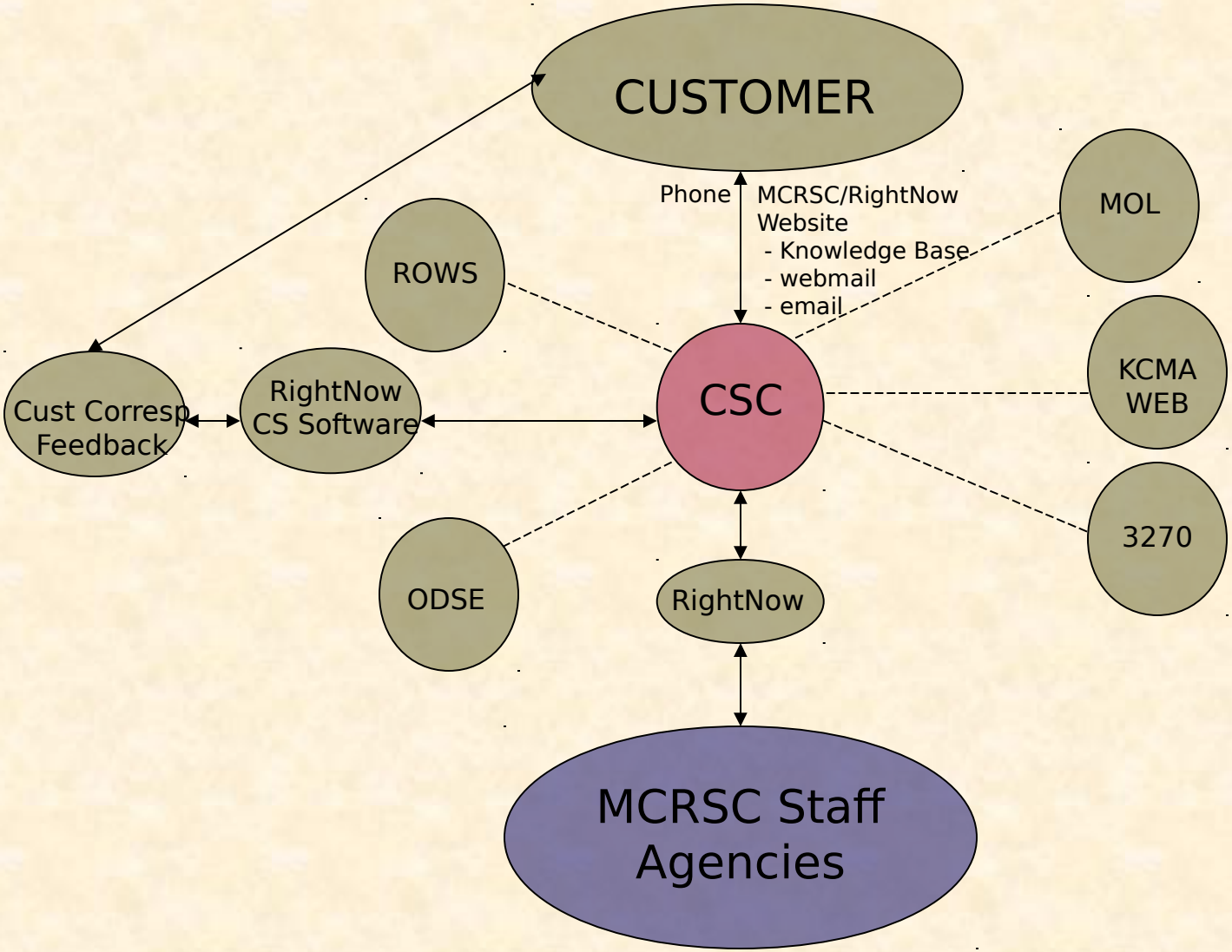
To deliver the best “one stop” customer service to users worldwide by using the most advanced means of communication and self-service platforms. The goal of the Customer Service Center is to provide customers “**one voice one response.**”

# CUSTOMER SERVICE CENTER

## MISSION

The Customer Service Center will act as the single point of contact at MCRSC in order to coordinate designated personnel/administrative functions and answer all related questions from MCRSC customers.

# COMMUNICATION WORKFLOW



# CONTROL MEASURES

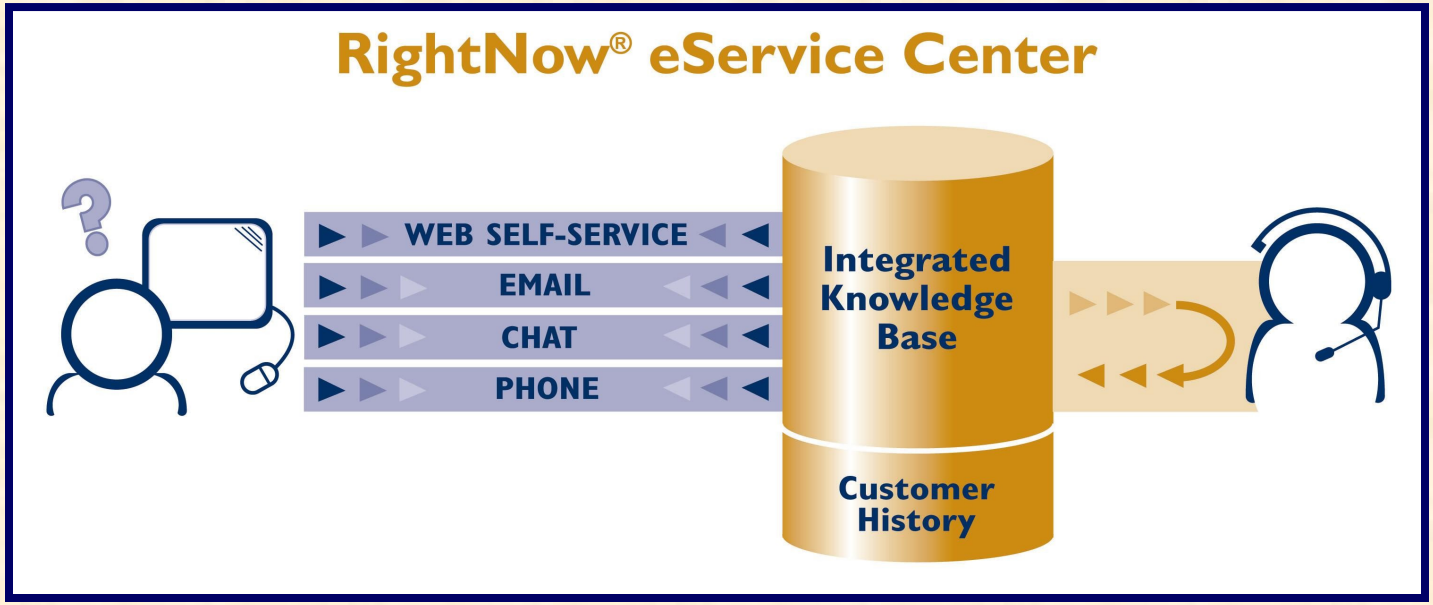
- Centralize all customer service communication history
- Provide current, accurate, and consistent responses
- Provide staff effectiveness measures and statistics
  - Increase First Contact Resolution Rate
  - Multiple Call Efficiency
- Reduce overall number of phone and email inquiries
  - Self-service kb
  - Smart Assistant (suggested solutions)

# FEDERAL GOVERNMENT USERS

U.S. Department of Health and Human Services
Tommy G. Thompson, Secretary
The Administration for Children and Families
Wade F. Horn, Ph.D., Assistant Secretary

# 1,000+ WORLD CLASS CUSTOMERS

# MULTI-CHANNEL CUSTOMER SERVICE




Fundamentally changes the quality and cost structure of customer service

- Higher quality service
- 10 - 30% call reduction
- 50 - 70% email reduction

***Social Security Administration***

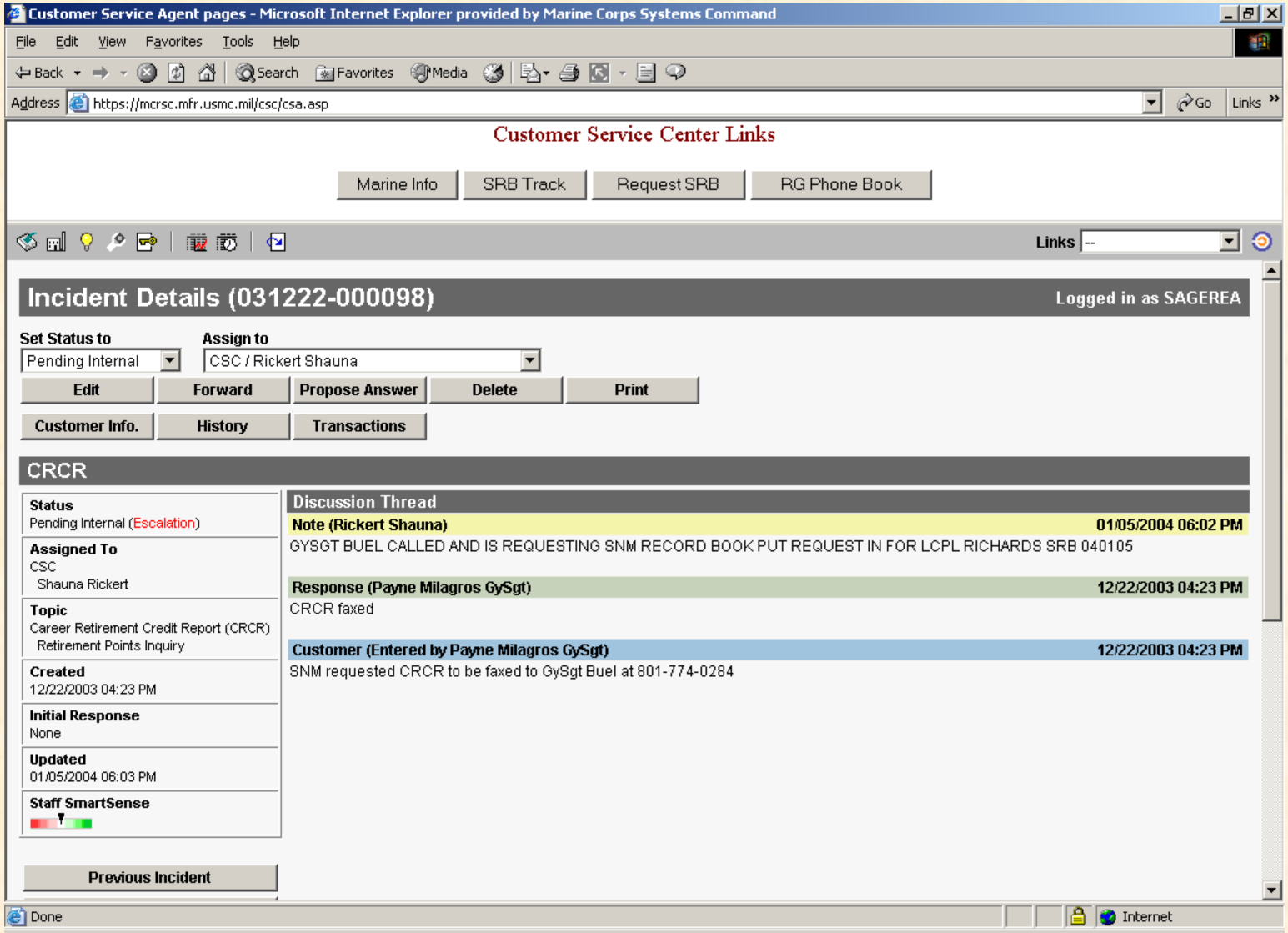
**Challenge**

- 65,000,000 calls and 132,000 emails/year

**Results**

- 12,500 fewer calls each day
- Estimated savings of $62,500 per day

# Call comes in – customer record pops up on screen



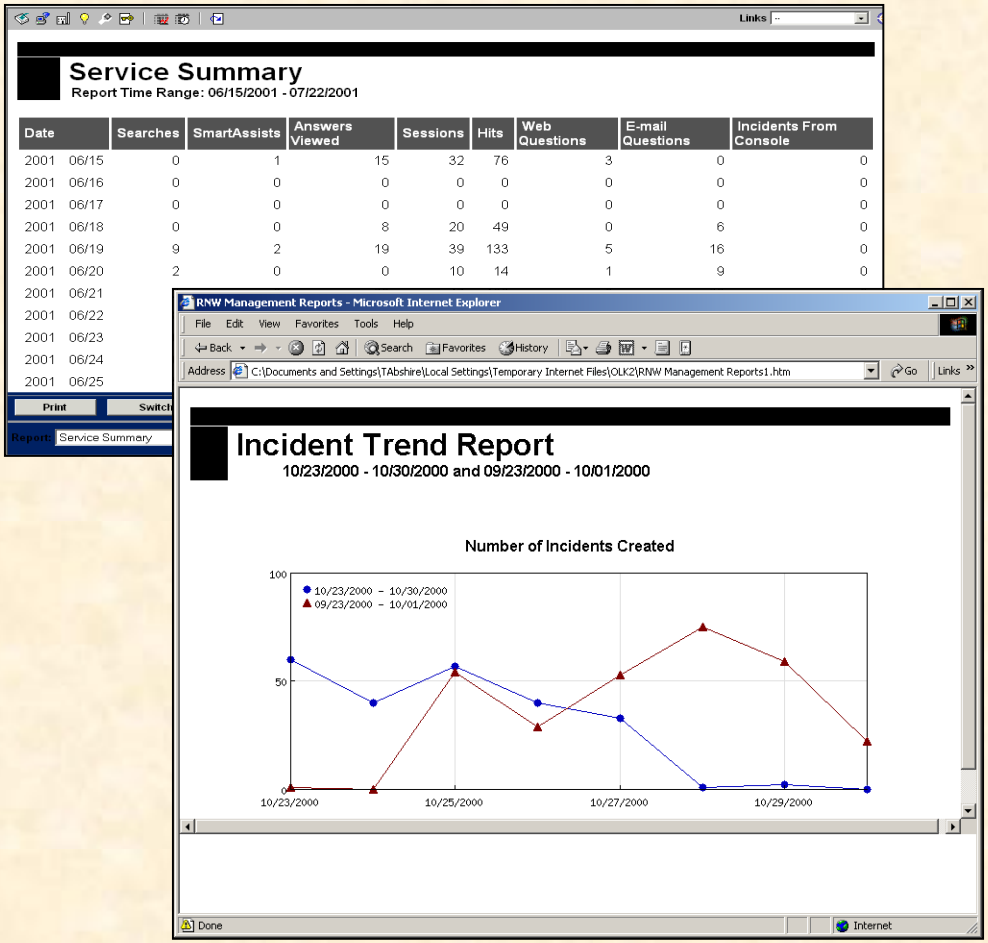
# CUSTOMER SURVEYS

- Real-time feedback from your customers
- Research the needs of customers
- Automatic tabulation
- Powerful online reporting

Online Survey - Microsoft Internet Explorer
Customer Service
for Every Web Site!
RightNow Technologies
Please answer the following questions:
Use the following scale:
5 = Far exceeded expectations; 3 = Met expectations; 1 = Completely unsatisfied
1) How quickly did we get back to you with an answer or response?
1 2 3 4 5
2) How would you rate the knowledge of the support representative you dealt with in terms of their ability to effectively handle your question?
1 2 3 4 5
3) How would you rate your overall satisfaction with our product?
1 2 3 4 5

# MANAGEMENT TOOLS

- Understand customer attitudes and actions
- Improve quality and responsiveness of your service
- Fully integrated
- Flexible analysis, reporting and distribution

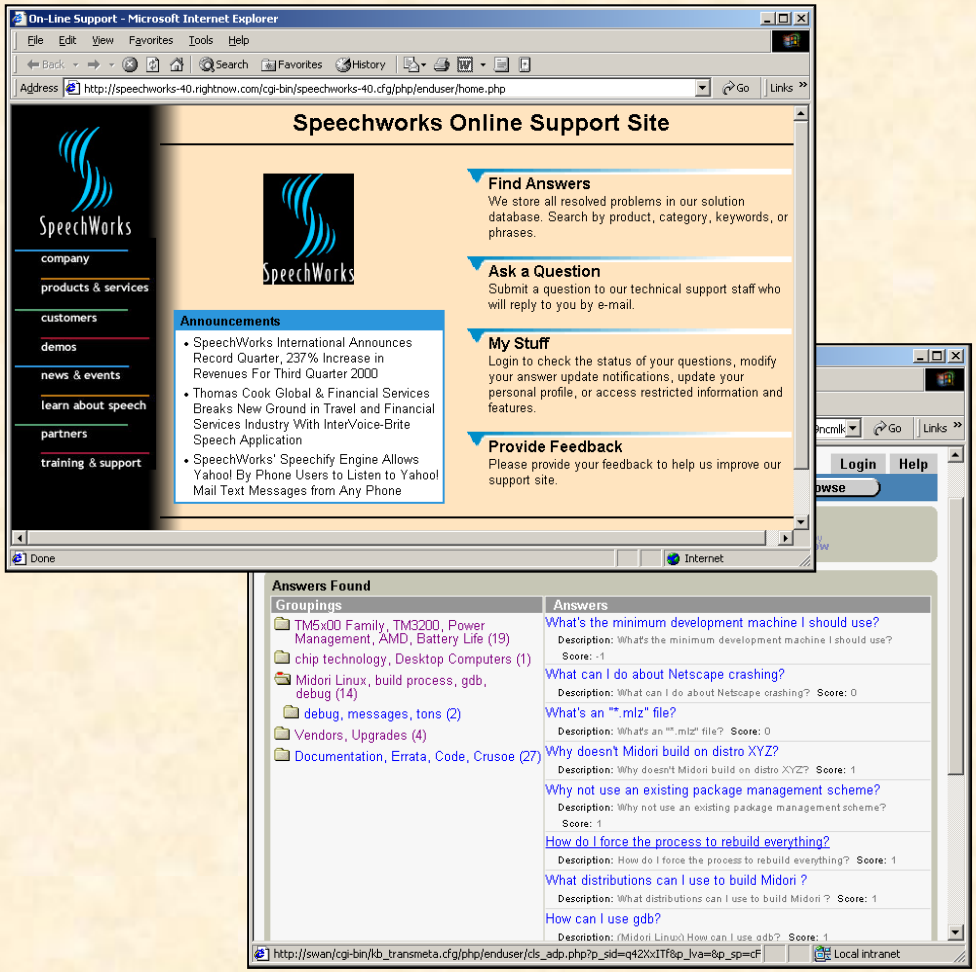

Service Summary
Report Time Range: 06/15/2001 - 07/22/2001
Date | Searches | SmartAssists | Answers Viewed | Sessions | Hits | Web Questions | E-mail Questions | Incidents From Console
2001 06/15 | 0 | 1 | 15 | 32 | 76 | 3 | 0 | 0
2001 06/16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0
2001 06/17 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0
2001 06/18 | 0 | 0 | 8 | 20 | 49 | 0 | 6 | 0
2001 06/19 | 9 | 2 | 19 | 39 | 133 | 5 | 16 | 0
2001 06/20 | 2 | 0 | 0 | 10 | 14 | 1 | 9 | 0
2001 06/21
2001 06/22
2001 06/23
2001 06/24
2001 06/25
Print
Report: Service Summary
RNW Management Reports - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Search Favorites History
Address C:\Documents and Settings\TAbshire\Local Settings\Temporary Internet Files\OLK2\RNW Management Reports1.htm
Go Links
Incident Trend Report
10/23/2000 - 10/30/2000 and 09/23/2000 - 10/01/2000
Number of Incidents Created
100
50
0
10/23/2000 - 10/30/2000
09/23/2000 - 10/01/2000
10/23/2000
10/25/2000
10/27/2000
10/29/2000
Done
Internet

# RIGHTNOW KNOWLEDGE BASE

- Distributes consistent and timely information more effectively and inexpensively
- Provides consistent answers
- Reduces response times
- Reduces new employee training times
- Harnesses and stores organizational information and knowledge in one centralized repository – captures braintrust of retiring and reassigned personnel
- Learns from every customer interaction
- Improves Customer Service and Customer Satisfaction
- Reduces costs and manpower needs that will enable the redeployment of personnel to wartime duties

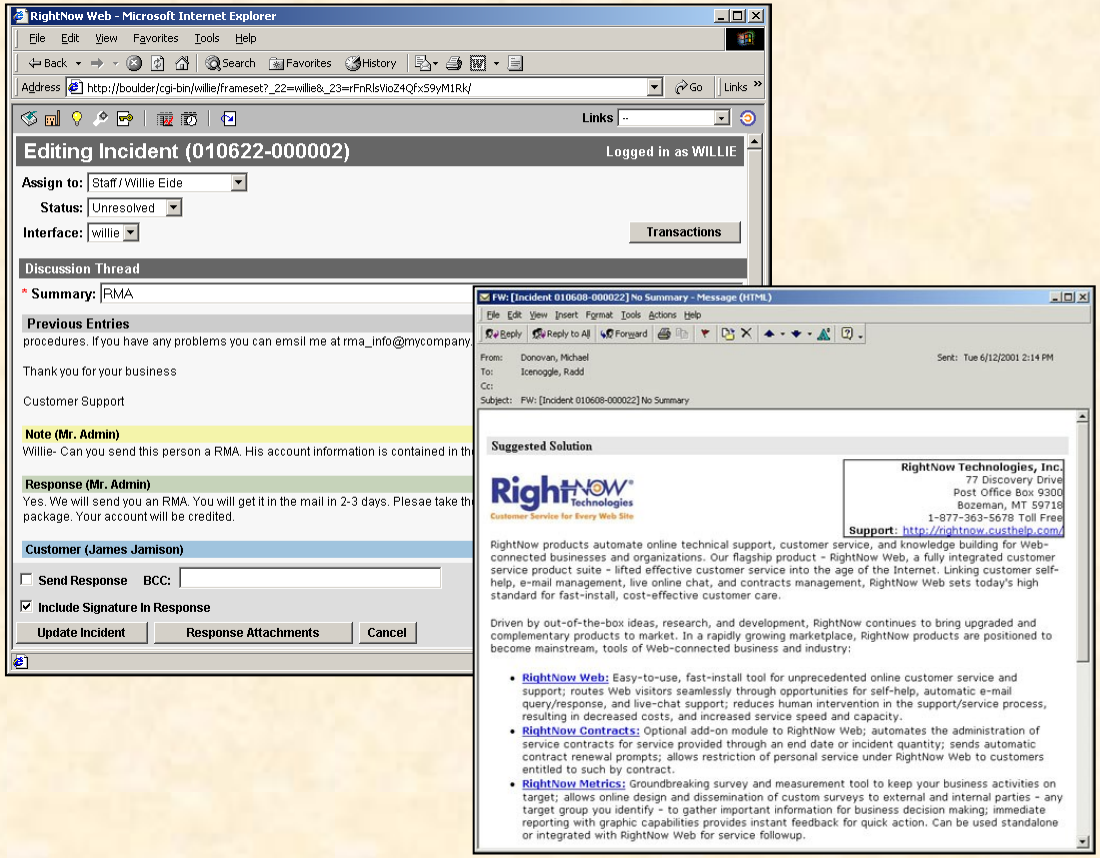
# INTELLIGENT SELF-SERVICE

- Redundant questions answered immediately
- Improves customer satisfaction
- Search for specific information
- Conceptually browse knowledge
  - Structures information
  - Updates as information changes

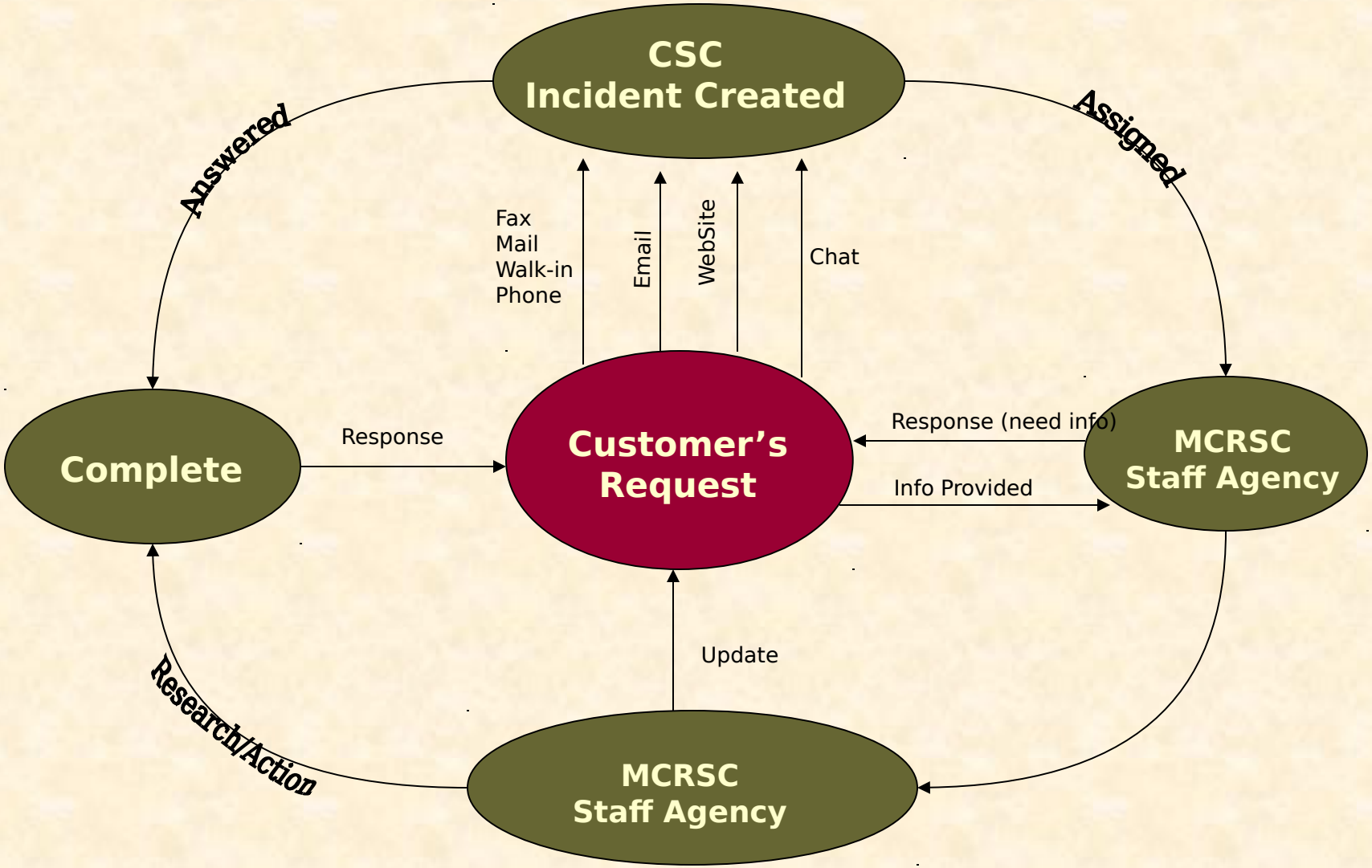

On-Line Support - Microsoft Internet Explorer
Speechworks Online Support Site
SpeechWorks
company
products & services
customers
demos
news & events
learn about speech
partners
training & support
Announcements
• SpeechWorks International Announces Record Quarter, 237% Increase in Revenues For Third Quarter 2000
• Thomas Cook Global & Financial Services Breaks New Ground in Travel and Financial Services Industry With InterVoice-Brite Speech Application
• SpeechWorks' Speechify Engine Allows Yahoo! By Phone Users to Listen to Yahoo! Mail Text Messages from Any Phone
Find Answers
We store all resolved problems in our solution database. Search by product, category, keywords, or phrases.
Ask a Question
Submit a question to our technical support staff who will reply to you by e-mail.
My Stuff
Login to check the status of your questions, modify your answer update notifications, update your personal profile, or access restricted information and features.
Provide Feedback
Please provide your feedback to help us improve our support site.
Answers Found
Groupings
TM5x00 Family, TM3200, Power Management, AMD, Battery Life (19)
chip technology, Desktop Computers (1)
Midori Linux, build process, gdb, debug (14)
debug, messages, tons (2)
Vendors, Upgrades (4)
Documentation, Errata, Code, Crusoe (27)
Answers
What's the minimum development machine I should use?
What can I do about Netscape crashing?
What's an "*.mlz" file?
Why doesn't Midori build on distro XYZ?
Why not use an existing package management scheme?
How do I force the process to rebuild everything?
What distributions can I use to build Midori ?
How can I use gdb?

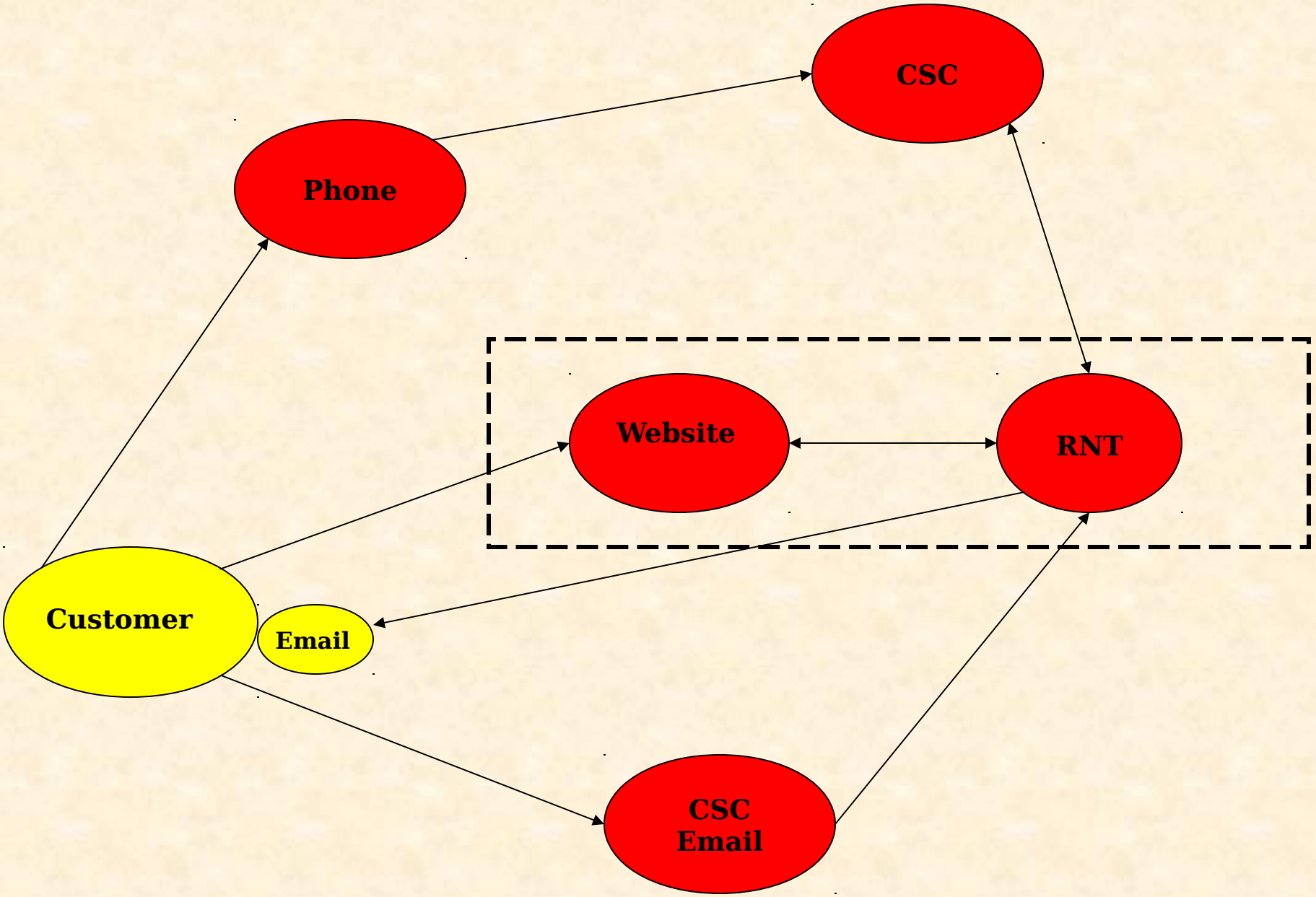
# E-MAIL RESPONSE MANAGEMENT

- Cascading intelligent auto-response
- Routing on content, profile, emotion and time
- Customer case management
- Knowledge base integrated for both customers and agents/staff
- Capture emerging issues for the knowledge base


RightNow Web - Microsoft Internet Explorer
Editing Incident (010622-000002)
Logged in as WILLIE
Assign to: Staff / Willie Eide
Status: Unresolved
Interface: willie
Transactions
Discussion Thread
Summary: RMA
Previous Entries
Thank you for your business
Customer Support
Note (Mr. Admin)
Response (Mr. Admin)
Customer (James Jamison)
Send Response BCC:
Include Signature In Response
Update Incident
Response Attachments
Cancel
FW: [Incident 010608-000022] No Summary - Message (HTML)
Suggested Solution
RightNow Technologies, Inc.
77 Discovery Drive
Post Office Box 9300
Bozeman, MT 59718
1-877-363-5678 Toll Free
Support: http://rightnow.custhelp.com/
RightNow products automate online technical support, customer service, and knowledge building for Web-connected businesses and organizations. Our flagship product - RightNow Web, a fully integrated customer service product suite - lifted effective customer service into the age of the Internet. Linking customer self-help, e-mail management, live online chat, and contracts management, RightNow Web sets today's high standard for fast-install, cost-effective customer care.
Driven by out-of-the-box ideas, research, and development, RightNow continues to bring upgraded and complementary products to market. In a rapidly growing marketplace, RightNow products are positioned to become mainstream, tools of Web-connected business and industry:
RightNow Web: Easy-to-use, fast-install tool for unprecedented online customer service and support; routes Web visitors seamlessly through opportunities for self-help, automatic e-mail query/response, and live-chat support; reduces human intervention in the support/service process, resulting in decreased costs, and increased service speed and capacity.
RightNow Contracts: Optional add-on module to RightNow Web; automates the administration of service contracts for service provided through an end date or incident quantity; sends automatic contract renewal prompts; allows restriction of personal service under RightNow Web to customers entitled to such by contract.
RightNow Metrics: Groundbreaking survey and measurement tool to keep your business activities on target; allows online design and dissemination of custom surveys to external and internal parties - any target group you identify - to gather important information for business decision making; immediate reporting with graphic capabilities provides instant feedback for quick action. Can be used standalone or integrated with RightNow Web for service followup.

# CLOSE THE LOOP




CSC
Phone
Website
RNT
Customer
Email
CSC
Email

# MCRSC'S PROGRESS
## (15 Aug 03 through 29 Jan 04)

- Total incidents from console: 14,220
- Total incidents from web or email: 384
  - Web: 23 Dec  Email: 7 Jan
- Customers logged in the system: 4,900
- Email addresses:  1,800
- Website Hits: 18,730
- Website Answers Viewed: 3912

# ISSUES

- Enterprise solution for MFR or USMC?

# CSC Website Demo

http://mcrsc.mfr.usmc.mil

# QUESTIONS